

CLAIMS

1. An in-contents advertising method, wherein advertisement information provided beforehand is included in contents, based on information contained within contents indicating that advertisements may be inserted within said contents.
2. An in-contents advertising server wherein advertisement information is inserted in contents, based on specifications of the advertiser, and information contained within contents indicating that advertisements may be inserted.
3. A program transferring medium for realizing in-contents advertisements by obtaining advertisement information appropriated beforehand to contents, at the time of activation of said contents, and inserting said advertisement information in said contents, based on information contained within contents indicating that advertisements may be inserted.
4. A digital contents distribution system for realizing in-contents advertisements, said distribution system comprising:
- a digital contents distribution system comprising a first server storing a plurality of digital contents to be provided;
  - an advertisement information providing system comprising a database storing advertisement information which is to be set in advertisement areas in said digital contents; and
  - a plurality of user terminal devices;
- wherein, in response to download requests for specific digital contents from said users, said digital contents distribution system receives advertisement information corresponding to said specific digital contents from said database of said





